



CALPEEK

CALIFORNIA POLITICAL WEEK

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VOL. XIX
No. 36

OCT. 7, 2002

CAMPAIGN 2002: GOVERNOR DAVIS SOLIDIFIES HIS DEMO PARTY BASE BY SIGNING FARM LABOR BILLS.

Editor's note: On Sept. 30th – the very last day to sign or veto bills – Gov. Gray Davis(D) most likely insured his reelection to another term by signing SB 1156 (and the trailer bill AB 2956). These are the bills which will create a mandatory mediation process in farm labor vs. grower disputes. Growers are vowing a legal challenge, while organized labor (a key part of the Demo Party base) are doing *high fives*. Here's our analysis & commentary...

...There's no doubt the ag labor bill package signed by Davis was a big win for the United Farm Workers(UFW), author John Burton(D-S.F.) and UFW & Demo campaign consultant Richie Ross. Burton's first ag labor bill, SB 1736, called for *binding arbitration*. When it became clear that 1736 was DOA – Davis would never have signed it – cooler heads prevailed and an alternative package was hammered out. Civil servants from the State Dept. of Personnel Admin(DPA) and the State Mediation Service(SMS) were key players in putting 1156 together by coming up with the *mandatory mediation* idea, with the mediator having real power to recommend a settlement to the ALRB (Agricultural Labor Relations Board). If either side dislikes the settlement, they can go to court...

...Was 1156 really necessary? Growers say no, but labor says that even though the UFW had won the right to represent farm workers, growers just absolutely refused to deal with the UFW. This stonewalling by growers has been going on for years...

...While the DPA and SMS worked with legislative staff to put 1156 together, Ross, Burton and labor put on a massive pr campaign to pressure Davis (some use the word *jam*). In effect, the Burton/Ross scenario transformed 1156 from an ag labor issue to one where Davis had to decide if he was FOR or AGAINST the Democratic Party base...

...The base strategy worked like a charm and some growers played right into Ross's hands. In a *SACTO Bee* column by Dan Weintraub, Ross said the farm labor issue was to

middle class Latinos what Israel is to Jews. In that same column, Western Growers spokesman Tom Nassiff said Davis would have to choose between his base and big growers (most don't vote Demo anyway). While Nassiff scored some points about the UFW's competency as a union, telling Davis to forget the Demo base was absolutely dumb...

...Not only was SB 1156 an important cultural issue to middle class Latinos (who have roots in the fields), but polling data suggests this was an emotional issue with blue collar white Demos in the Central Valley and in the suburbs of So. Calif. – who had family links to the Dust Bowl migration of the 1930s to Calif. As their economic situation improved (after WWII), they left agriculture, but these white voters have never forgotten their roots. Remember former Assembly Speaker and Treasurer Jess Unruh? Stay tuned...

CAMPAIGN 2002: CALIF.'S ENERGY CRISIS PLACED STATE TREASURER PHIL ANGELIDES IN SPOTLIGHT

Editor's note: For the first year and a half on the job as Calif.'s new Treasurer, everything was running smoothly for Demo Phil Angelides. But in the early summer of 2000 the State began a year long roller coaster ride with skyrocketing energy prices, caused by power companies who manipulated the Calif.'s "deregulated" energy market. Total chaos and it put Treasurer Angelides right in the middle of this crisis. Here's our update & analysis...

...In early January of 2001, Angelides put together a plan to create the CA Public Power Authority(PPA). The idea was to step in to buy power because the State's two biggest IOUs (investor owned utilities) were on the verge of bankruptcy. Had the state not stepped in, the lights probably would have gone out. On Jan. 17, 2001, Gov. Davis declared a power emergency. By mid February, Angelides' department was beginning to formulate plans for a huge bond sale – necessary to repay Calif.'s general fund for the money it had borrowed to buy the power. Some 18 months later (now), Angelides and 30 members of his "bond team" are now selling \$12.5 billion in Calif. bonds – the biggest and most complex bond deal ever put together by a State...

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...It hasn't been easy and Angelides has taken his share of hits, even from PUC Chair Loretta Lynch – saying that Angelides' timetable for selling the bonds (at the beginning of 2002) was unrealistic, given all the decisions that had to be made by the PUC and nervousness from potential bondholders over repayment. There's still some nervousness, but the bond sale is now underway. Neutral sources give Angelides solid marks on his job performance...

...Angelides is an ambitious politician and an excellent fundraiser. And it's no secret that he'd like to move up the political ladder – perhaps all the way up to the top. He was given very high marks when he was chair of the CA Democratic Party (during the 1992 election cycle). As for this cycle, Angelides' reelection seems fairly certain, as he faces a weak opponent in former Arthur Anderson sr. partner Greg Conlon(R), who from 1993-98 was a member of the CA PUC. And it was during this time that the State's energy deregulation plan was adopted by the PUC. Conlon's proud of his work, but the plan itself has come in for lots of criticism. Conlon won the GOP March primary by defeating businesswoman Mary Toman, chair of the L.A. Co. GOP Central Cmt. Had Toman jumped into the race earlier (she waited until the last minute to file), it's possible she might have won...

...The new L.A. Times poll (679 likely voters, Sept. 25-29) shows Angelides holding an 18-point lead: 47% to 29%, with 24% undecided. The Field Poll (taken Aug. 23- Sept. 3) shows Angelides holding only a 2-point lead: 39% to 37%. Angelides' own internal polling (by Fairbank Maslin Maullin) shows the incumbent holding a 14-point lead, with a large undecided. But the big difference between Angelides and Conlon is money. Angelides has a war chest of just over \$6 million vs. only \$28,205 cash on hand for Conlon on 6/30. Angelides has hired Demo media/tv consultants Shore, Johnson & Klose out of Philadelphia and sources say he'll be up on tv the last 2-3 weeks. Most sources see Angelides as a winner Nov. 5th. Stay tuned...

CAMPAIGN 2002: CALIFORNIA LEGISLATIVE RACES.

Editor's note: Here is Part III in our continuing series of updates about key CA Legislative contests...

☒ **30th AD** – Some insiders were surprised at how handily Nicole Parra defeated farmer Jim Crettol in the Demo primary. It wasn't even close. Crettol accused Parra of being way too liberal for this AD, but that didn't stick. Parra is the daughter of Kern Co. Sup. Pete Parra and until this election had worked for U.S. Rep. Cal Dooley(D). This AD covers Kern, Fresno, Kings & Tulare counties. Parra faces

GOP businessman Dean Gardner. And even though this AD has 50.6% Demo vs. 36.2% GOP voter registration, it's one of those districts that Demos have to watch carefully. Right now it leans Demos, but is on our watch list. Assemblyman Dean Florez(D), who may have favored Crettol in the primary, has now endorsed Parra and that's helpful...

☒ **78th AD** – This is the open seat now represented by termed out Assemblyman Howard Wayne(D). It covers south San Diego and parts of Chula Vista. The Demo nominee is Vince Hall, who used to work for U.S. Rep. Bob Filner(D-San Diego) and more recently was staff director for Gov. Gray Davis. His GOP rival is Chula Vista Mayor Shirley Horton. Hall had a very tough primary and there were some who thought he might not win, but he edged by San Diego Councilman George Stevens. Primary scars still remain and sources say the Demos will have to work hard to hold this seat, as the GOP is going all out for Horton. Hall got a big break when the CCPOA recently endorsed his candidacy. Registration is 42.2%(D) vs. 35.9%(R), with 16%(DTS). The only poll Calpeek has seen is 6 weeks old, taken the week of Aug. 5th by Jim Moore of Sacto, 450 likely voters. Horton has 22% name ID vs. 8% for Hall, not surprising. But in a one-on-one Hall is at 35% vs. 38% for Horton. In this particular AD, Gov. Davis led GOPer Bill Simon Jr. by a 47% to 36% margin. This AD is a toss up and the outcome may be determined by turnout...

☒ **80th AD** – This seat is now held by termed out GOP Assemblyman Dave Kelley of Hemet. This AD covers both Riverside & Imperial counties. The GOP candidate is Bonnie Garcia, an aide to State Sen. Jim Battin(R). Her Demo rival is Joey Acuna Jr., president of the Riverside Co. School Bds. Assn. Both sides are signing up new voters – the GOP is doing a better job: as of 9/16 there are 8,314 new Republicans vs. 4,165 Demos. Registration stands at 45.9%(D) vs. 38%(R), with 12.4%(DTS). The CCPOA has endorsed Garcia. Toss up for now...

CALPEEK'S CALENDAR OF POLITICAL EVENTS

Oct. 7	1 st CA gubernatorial debate, L.A.
Oct. 17-19	U.S. Hispanic Chamber of Commerce, L.A. Convention Center.
Oct. 21	Last day to register for November election.
Nov. 1	VICA's 14 th annual Business Forecast Conf. 7:30 a.m. Warner Center Marriott Hotel.
Nov. 5	Calif. General Election.

COMMUNICATING WITH CALPEEK WITH E-MAIL.

For those inclined to use it, we do have an E-mail address: calpeek@aol.com. We check our E-Mail 4-5 times a week...

CALPEEK'S INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few items, political & otherwise, worth noting...

■ **Davis Vs. Simon Polling** – Newest polling comes from the L.A. Times and it shows Gov. Gray Davis(D) holding a 45% to 35% lead over GOP rival Bill Simon Jr.(R), with 7% for other candidates and 13% undecided. At the CRP convention in Garden Grove, Davis sr. advisor Garry South told political reporters that Davis internal daily tracks showed Simon at only 29%...

■ **Steel Vs. Parsky** – Yes, those stories in the Sacto BEE (Dan Walters) and the L.A. Times (George Skelton) are very accurate pictures of the infighting which took place at the CRP's Sept. 27-29 convention in Garden Grove. But there's more to this CRP circular firing squad story. CRP Chair Shawn Steel, even according to his allies, acted like a jerk at the CRP's Executive Committee lunch on Friday (Sept. 27) by again attacking Gerry Parsky and Parsky's judicial selection commission (which he runs with Demo U.S. Sens. Feinstein & Boxer). While conservatives may not be thrilled with this process for picking federal judges, Parsky has the backing of Pres. George Bush. But Steel told CRP Exec. Cmt. members he didn't buy that and suggested Pres. Bush write him(Steel) a letter telling him that he approves of Parsky's screening process. *Calpeek* sources (including Steel's friends) say jaws dropped. Steel would have been on safer ground talking about the CRP's limp major donor fundraising. Thus far (according to the CRP treasurer's report), the major donor fundraising for *Team Calif.* (Parsky's baby) has only raised \$4.1 million vs. \$11.7 million in 2000 (for *Victory 2000*) – when the amateurs were in charge of the CRP. And of that \$4.1 million, \$1.3 million came from the RNC. There's still a month to go...

■ **SF Valley Secession Update** – Fallout continues from the Sept. 25th resignation of the YES on F (pro-secession) campaign firm of Goddard Claussen/Porter Novelli. Actually, the handwriting was on the wall months ago when media consultant Gene Weiss's contract with GC/PN was not renewed because YES on F was strapped for funds. And our sources say GC/PN had discussed resignation many weeks ago with San Fernando Valley Indep. Cmt. co-chair Richard Katz – so the resignation wasn't a shock to Katz, only the exact timing. Why did GC/PN go public? The firm wasn't going to say anything, but there was a leak and they had to issue a short statement. Who leaked? GC/PN has some ideas. In addition to GC/PN, YES on F also lost daily mgr. Jerry Gunster. The new day-to-day campaign mgr. is Sherman Toy – Gunster's deputy...

CALPEEK's NEW JOBS AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook. We've got a ton of these announcements...

● A sad note: former Demo State Sen. Leroy Greene of Sacramento died Sept. 29th of peritonitis. He was 84 and served 36 years in the Assembly & State Senate. He was best known for his work on behalf of education. He retired in 1998. R.I.P...

● The Calif. Endowment has named p/a vet Dennis A. Hunt as VP of Communications. Hunt had been a partner in Pacific Visions Communications...

● Edelman PR Worldwide's L.A. office has hired Adi Liberman as a new exec. VP and head of the office's p/a and issues mgt. practice...

● Former Torrance councilman Mark Wirth has been hired as a grassroots coordinator by Consumer Attys. Assn. of L.A. He was a field rep for U.S. Rep. Jane Harman...

● L.A.-based Cerrell Associates has hired former DC lobbyist Lindsay Lawrence as an AE; Dawn Pace, who previously worked for Valerie Martinez & Assoc., has also been hired as an AE. Michelle Raluy has been hired as an asst. AE, while Melissa Dryburgh and Ryan Hayden have been hired as acct. coordinators...

CALPEEK'S MARKETPLACE NETWORK

● **Prof. Assn. in higher education** seeks legislative advocate. Exp. in Capitol (although not necessarily as a legislative advocate) required. Send cover letter, resume, writing sample and salary requirements to: 1823 11th Street, Sacramento, CA 95814. EOE. Good until filled...

● **Media Relations Manager** wanted for county transportation authority in Southern Calif. B.A. and 7 yrs. media exp. needed (including 3 as supervisor). \$4,815 - \$7,375/month. Send or fax resume to: OCTA, SM2MR-CPW, P.O. Box 14184, Orange, CA 92863. FAX: (714)560-5899. www.octa.net...

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